

# GACC New York

Celebrating 75 Years  
of Transatlantic Trade



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

75  
Years

# GACC New York

Celebrating 75 Years  
of Transatlantic Trade



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# Message from the Ambassador



The German American Chambers of Commerce across the US play a crucial role in supporting the expansion of trade and investment relationships between our two countries. The GACCs have become one of the most innovative providers of services for German-American business. It therefore comes as no surprise that companies and individuals planning to do business in the United States see the Chambers of Commerce as one of their first points of contact. The German American Chamber of Commerce New York celebrated its 75th anniversary last year. That is 75 years of supporting transatlantic business by fostering strategic growth in trade and investment between the United States and Germany. I would like to congratulate you on this significant accomplishment and thank you for your outstanding efforts and dedication to strengthening the transatlantic partnership.

As we continue to face unprecedented global challenges, the importance of the transatlantic relationship cannot be emphasized enough. Russia's brutal war against Ukraine has led to a paradigm shift in energy policy and supply chains around the world. Germany has ended its energy dependency on Russia and we are diversifying supply chains and engaging in a new era of enhanced commodity efficiency, further electrification, and green energies. Together with our allies, we are in the process of significantly reducing dependencies that are fraught with risk. Transatlantic cooperation, including within

the business community, will remain of critical importance in this endeavor.

Through initiatives such as the EU-US Trade and Technology Council (TTC) and the US-German Climate and Energy Partnership, we are working together to enhance trade and investment opportunities, strengthen technological and industrial leadership, boost innovation, tackle the serious threat of climate change, and protect and promote critical and emerging technologies. This provides many opportunities: Germany is already the second largest foreign investor in the United States and German companies have created almost 900,000 jobs here. The US is the most important destination for German exports. These impressive numbers perfectly exemplify the strength of the transatlantic relationship. We must build on this momentum and continue to collaborate on issues that affect our societies and businesses on both sides of the Atlantic.

Again, I congratulate the GACC New York on its 75th anniversary and look forward to our continued and enhanced cooperation.

With best wishes,  
Emily Haber  
*German Ambassador to the United States*



# Message from the President & CEO



When a small group of business representatives founded the German American Chamber of Commerce on March 06, 1947, they were ambitious, forward-looking, and entrepreneurial. I doubt, however, that they would have had any hope or imagination at that time to picture the breadth and depth of the economic relationship between the United States and Germany as we experience it today.

There are many indicators which can describe the relationship by numbers. For example, how many German companies have subsidiaries in the United States **-5,700-**, what is the stock of Foreign Direct investment by Germany in the US **-US\$ 640 Billion-**, how many jobs have been created through these investments **-885,000-**. Above all that towers the total trade between the two countries, which reached another record in 2022 with a volume of **US\$ 220 billion**.

All those figures tell a compelling story, and they all rank at least among the top three if compared with other countries' bilateral rankings. But it would only tell a part of the economic interrelations. Our business activities reach much deeper.

At the German American Chamber, we try to honor the entrepreneurial spirit of its beginning. Our guiding principle has been to serve as an impartial facilitator for businesses and economic activities in both geographic directions.

The goal continues to be to grow the economic pie across the Atlantic, while we are very conscious about societal and political conditions and challenges. We strongly believe that those global challenges might be more efficiently solved in close and coordinated cooperation. The following pages provide a glimpse of some of our programs we initiated, ranging from our entrepreneurial Startup Program STEP USA to the many activities and exchanges for renewables and climate technologies to our efforts supporting workforce developments and internship opportunities.

The conclusion of the anniversary year will also be my final year at the helm of the Chamber. It has been an honor and privilege to serve the organization for 10 years. I am very thankful for this intriguing phase of my professional life and for the support of so many stakeholders, our members, and in particular our Board, their respective Chairmen and its Directors. While I will stay involved and committed, I am convinced that my successor Susanne Gellert and the wonderful team of our colleagues will continue to support the transatlantic business and lead its activities to new heights.

Dietmar Rieg  
President & CEO  
German American Chamber of Commerce, Inc,  
(GACC New York)

# GACC Global - AHK Network

The German Chambers of Commerce Abroad (AHK) Network consists of



150 offices in 92 countries around the globe



3,000 voluntary board members



Over 40,000 members worldwide



More than 2,000 employees

# 2022 Review - GACC NY at a Glance

Facilitating Transatlantic Dialogue



Membership & Events  
750 Members  
30 Member Events  
2,750 Attendees  
77 Event Speakers



Consulting Department  
20 Delegations  
140 Delegation Participants  
20 Events with 1,000 Attendees  
450 Facilitated B2B Meetings



Startup Program STEP  
6 Delegations  
53 Participating Entrepreneurs  
6 Pitch Nights



J-1 Department  
600+ Internship Visas  
300+ Host Companies  
2 University Exchange Programs  
1 Vocational Exchange Program

Celebrating over 60 years of Partnership

# Lufthansa and the German American Chambers of Commerce jointly committed to the United States

For the past 63 years, the GACC and Lufthansa have collaborated in the shared vision of fostering a strong transatlantic relationship between Germany and the United States of America, which has led to both the GACC and Lufthansa being proud pillars of the burgeoning economic partnerships on both sides of the Atlantic.



**Lufthansa**

For Lufthansa, the United States is the most important market outside of the air carrier’s home markets. The commitment of Lufthansa to the U.S. began with one route to New York in June 1955. When Lufthansa’s Lockheed 1049 “Super G” Constellation first took off from Hamburg, Germany for New York, it was not just the birth of the airline’s long-haul service, but also the start of over six decades, and counting, of top-quality service for intercontinental air travelers.

What began as two long-haul flights a week from Germany to New York, taking 20 hours for the trip (including a stop in Düsseldorf and a refueling stop in Ireland), has evolved and expanded over the years to one of the most respected foreign airline groups serving the United States.

**Lufthansa in the United States**

Currently, in the U.S., the Lufthansa Group offers even more destinations than before the pandemic, with flights to over

280 destinations worldwide during the summer season, via the group’s hubs in Europe: Brussels, Frankfurt, Geneva, Munich, Vienna and Zurich.

The most recent network addition was launched on June 1, 2022, when Lufthansa began flying to St. Louis, MO, a destination that has not been served with direct, intercontinental flights for over 20 years. A growing business center, the Midwestern city is able to forge new relationships with companies in Germany and beyond due to Lufthansa’s direct flights to Frankfurt. Currently, the Lufthansa Group carriers offer 25 gateways in the U.S.

The Group’s Network carriers (Lufthansa, Austrian, SWISS, Brussels Airlines and Eurowings Discover), continue to bolster their leisure and business destinations throughout the U.S. Through streamlined connectivity at its hubs, the Lufthansa Group offers global travel opportunities throughout the world.

**Lufthansa and the GACC – a partnership**

Lufthansa has been a key member of the GACC since its early beginnings, working hand-in-hand with the organization on various initiatives, programs and events, in order to further grow and nurture the relationship between the United States and Germany. Lufthansa’s executives have been represented in GACCs Board of Directors for many years, cementing the close relationship the two entities have maintained. In 2019, the members of the GACC elected Frank Naeve, the group’s current SVP of Global Markets & Stations and former VP of Sales for The Americas, as Member of the Board.

**Lufthansa Group and sustainability**

The Lufthansa Group has ambitious targets for climate protection and sustainability, with the goal of achieving a neutral CO2 balance in 2050. There are a variety of measures that the Group is taking for a sustainable future.

By the end of this decade, more than 200 fuel-efficient aircraft of the latest generation, many of them manufactured by Boeing Commercial Airplanes, will be delivered. One such aircraft, the Boeing 787-9 Dreamliner, enhances fuel efficiency by some 30%.

In the long term, the use of Sustainable Aviation Fuel (SAF) is considered the key to CO2-neutral flying. Already today, the Lufthansa Group is one of the world’s largest purchasers of SAF made from biogenic residues, and it is committed to

projects aimed at increasing its availability, such as Power-to-Liquid and Sun-to-Liquid technologies.

The Group continuously optimizes its existing fleet and entire flight operations under economic and ecological aspects. One innovation is AeroSHARK, a technology developed by Lufthansa Technik together with BASF. The fuel-saving surface film imitates the properties of the streamlined sharkskin and thus optimizes the aircraft’s aerodynamics at flow-relevant points. This reduces fuel consumption on every flight.

The Lufthansa Group is also investing more than ever in the quality and sustainability of its offerings, inspiring more and more passengers to travel sustainably. The company already offers the most comprehensive portfolio for CO2-neutral flying and wants to make it as easy as possible for its customers to contribute individually to climate protection. Since 2019, the Lufthansa Group itself has been offsetting the CO2 emissions of its employees’ business-related air travel via certified myclimate carbon offset projects.

**New onboard product at Lufthansa Group**

This year, Lufthansa will introduce “Allegris,” a completely new onboard product and experience in all travel classes on long-haul routes. Swiss will introduce SWISS Senses, also a new onboard product. By 2025, the Lufthansa Group will invest a record 2.5 billion euros in product and service alone to further improve the customer experience at every stage of the journey.



“Outside of the Lufthansa Group’s home markets, the United States remains our most important market and a key pillar in our success story.

– Dirk Janzen, Vice President of Sales, Lufthansa Group Passenger Airlines for the Americas





# 2023 New Year's Networking Luncheon

Our New Year's Luncheon, which has been traditionally held at the Harvard Club in Manhattan, serves as the inaugural event of the year where attendees can engage in conversations about current economic developments and trends.



*I think there are multiple ways to work together in which discovery can be celebrated, people can benefit, AND business can thrive — and I would ask that each of you leave this gathering considering how a partnership with academia could advance your own goals.*

– Jelena Kovačević, Dean of the NYU Tandon School of Engineering on the importance of collaboration between academia and business.



## Rising tides will lift all boats

In her keynote speech, Jelena Kovačević, Dean of the NYU Tandon School of Engineering and William R. Berkley Professor discussed the challenges that both academia and industry face in the current geopolitical climate. The COVID-19 pandemic has caused economic and educational disruptions globally, forcing institutions to re-evaluate how they educate students and conduct research. There are fears of a recession in the US and job market upheaval, and the high-tech industry is making significant cuts, causing concern for students. An increasingly tense geopolitical situation with China has also put pressure

on the global supply chain, higher education enrollment, and cross-border collaboration. However, Dean Jelena Kovačević expressed optimism and highlighted how academia and industry can work together to create a healthier, safer, more sustainable, and better-connected planet. She acknowledged New York City as a living laboratory and a fast-growing technology hub, emphasizing that collaboration between academia, industry, and the city is essential to advance vital goals. She talked about the importance of partnerships and collaboration, giving examples of how NYU Tandon has worked alongside the Chamber to support entrepreneurship and clean energy technologies.

## How the Chamber and Tandon have advanced entrepreneurship

In 2014 under the leadership of Dietmar Rieg, President & CEO GACC NY and Kurt Becker, Vice Dean & Director for Research, Innovation and Entrepreneurship at NYU Tandon, a partnership was forged between the Chamber, NYU Tandon, the Borough of Brooklyn (represented by the former Borough President and current New York City Mayor, Eric Adams), the Berlin Cleantech Business Park and Innovation Center, and the Berlin Senate Department for Economic Affairs, Technology and Research to collaborate on clean energy technologies and innovation.



## GACC NY Events - Transatlantic Business Symposium

# Business Symposium Showcases 75 Years of Excellent Transatlantic Relations

The GACC NY kicked off its 75th anniversary year with a special symposium on May 18th that highlighted the long legacy of excellent and robust business relations between the US and Germany.

More than 150 people attended the event, held at Deutsche Bank's gleaming new office complex on Columbus Circle in Manhattan. Christiana Riley, CEO Deutsche Bank Americas Corp. & Management Board Deutsche Bank AG, and Andreas Fibig, former Chairman & Honorary Director of the GACC NY, welcomed the guests. Christiana spoke about her personal journey rising through the corporate ranks at Deutsche Bank, both in Germany and the US. She also shared her observations on leadership styles and workforce development at German versus US companies.

The symposium featured two panel discussions. The first highlighted viewpoints from business leaders regarding US and



Panel Discussion “Viewpoints from Business: US and German Markets”  
From left to right:  
Jan Heck | President & CEO Miele, Inc | Chairman GACC NY  
Carol H. Neubauer | Executive Advisor to Water Street Healthcare Partners | Former Chairman GACC NY  
Andreas Fibig | Former Chairman & CEO IFF | Former Chairman GACC NY  
Alice Neumann | Head of Corporate Bank | Global Head - Strategic Corporate Lending Deutsche Bank USA Corp.  
Dietmar Rieg | President & CEO GACC NY

German market differences, while the second panel focused on automotive and mobility trends. It delved extensively into e-mobility and, specifically, how the automotive industry is being impacted by current supply chain disruptions.

Prof. Daniel S. Hamilton of Johns Hopkins Advanced School of International Studies provided compelling insights on the state of transatlantic relations. For more than 20 years, he has been one of this country's foremost experts on modern Europe and US foreign policy. He emphasized that the US remains Germany's biggest trading partner, based on the exchange of goods and services. “For the three quarters of a century that the German American Chamber of Commerce has survived,

so has the German-American relationship. Viewed from today's perspective of a proven partnership, it is easy to forget how difficult were its beginnings,” he reflected. “But after a major historical rupture – ein Zeitenbruch – as a world war ended and a Cold War dawned, we were determined to build a new relationship.”

Prof. Hamilton pointed out that in 1946, only a year after the end of wartime hostilities, US Secretary of State James Byrnes, in Stuttgart, presented the Germans with the first prospect of forming their own government on a democratic basis, drafting a democratic constitution, and being given back the authority to run their own domestic affairs. In 1947, the year the Chamber



“  
*We must remain confident and optimistic that our shared values and commitment to democratic principles - including free and open markets – ensure that we will prevail despite all these daunting challenges.*

– Andreas Fibig, Former Chairman & CEO IFF, Former Chairman GACC NY



“  
*CEOs at traditional big US firms still have the ultimate say in the decision-making process, whereas in Germany CEOs still place considerable value on consensus building with employees.*

– Christiana Riley, CEO Deutsche Bank Americas Corp





“*I am confident knowing that the Chamber’s next 75 years will be as productive as have been the last. Today, we are celebrating an important legacy. But ours is not a legacy relationship. It has been – and continues to be – a pioneering relationship.*

– Prof. Daniel S. Hamilton of Johns Hopkins’ Advanced School of International Studies

was founded, the Marshall Plan was announced. Addressing the shift from the Cold War to the present-day war in Ukraine, Prof. Hamilton stressed: “Today, our partnership faces another dramatic watershed. In Germany in these days, there is much talk of a tipping point, a *Zeitenwende*. But in reality, it is so much more. It is truly another *Zeitenbruch* – the third historical rupture in the past 75 years,” said Prof. Hamilton. “Now, as at those two other times, we are faced with radical changes

in the European and global landscape. Now, as then, these changes make it clear how deeply German and American interests and values are aligned. And now, as then, these interests and values require us to draw strength from our strong security alliance and our deeply intertwined economic base.” Prof. Hamilton postulated that the US-German partnership stands at an inflection point – only the third in 75 years. With war again in Europe and as we face a new era of strategic



“*Our commitment to fostering transatlantic business relations and dialogue remains steadfast. We are excited to continue our mission of strengthening the ties between both sides of the Atlantic, especially in light of today’s insightful discussions.*

– Susanne Gellert, Vice President GACC NY



Panel Discussion “Automotive & Mobility”  
 Gary Silberg | Partner | Global Automotive Sector Leader KPMG US  
 Martin Fritsches | President & CEO | Rolls-Royce Motor Cars NA  
 Marco Schnabl | Co-Founder automotiveMastermind  
 Kristen Balasia | Vice President Consulting Services | S&P Global Mobility



competition and ongoing disruptive challenges, nostalgia cannot be our guide, according to Prof. Hamilton. Referencing John F. Kennedy’s vision for transatlantic ties, Prof. Hamilton postulated that, “We must define his ‘partnership for prosperity’ in new ways. This means recognizing our opportunity, and our obligation, to adapt our geo-economic base to new times and new circumstances – to use our deep transatlantic bonds to set the pace for the global economy, to be inclusive innovators, to be vigilant and resilient economies, to make sure the prosperity we advance reaches deeply into each of our societies – and beyond.”





# A NEW ERA OF CONNECTIVITY AND VALUE

Three years ago, T-Mobile and Sprint joined forces to create a new, stronger T-Mobile promising better coverage and better value – not just for big cities, but for small towns, rural communities, and the places in between.

**T Mobile**

## Education & Careers

# Apprenticeship Training Programs Boost Industry and Shrink the Skills Gap

The German American Chamber of Commerce, Inc. (GACC NY) is supporting the rapid build-out of skilled worker training programs that will drive the growth of Industry 4.0, while also laying the foundations of a valuable alternative career development path for today's youth and displaced workers. These exciting projects are part of an international effort to share the expertise and lessons learned in the world-leading German dual-education Apprenticeship system.



Our work in Apprenticeship stems from the 1990s, when a coalition of banks developed a clerkship training program under the Chamber's supervision and guidance. That work served as a starting point for the current era of skills training programs, based on the German system and registered with the US Department of Labor.

**In coordination with the German Chambers in the Midwest and South, GACC NY discussed with industry leaders what their needs are. Through our annual German American Business Outlook (GABO) survey, we learned that the gap between open positions for skilled mechanical and electrical technicians and the availability of talent was widening each year.**

We identified the Mechatronics Technician training structure from Germany and worked with employers in Pittsburgh and throughout Western Pennsylvania, and New Jersey to implement it in their US manufacturing operations. We went to

high schools and community colleges and attracted a pipeline of young people, who were ready to take on the challenge to learn a valuable new skill set and start on a rich career path.

Today, our manufacturing training programs have expanded to include a Polymer Technician, CAD/CAM Technician, and an industrial business program called Sales Engineering. **With 36 training companies and counting, our industrial training is already having a noticeable impact.** The 26 apprentices who graduated just in the last two years are now supporting their companies with patiently honed skills and a lead-by-example mindset. As Apprenticeship training grows, these ambassadors of the program are the leaders of the next generation.

While Apprenticeship based on the German model is industry led, it also fills a critical need in the academic system. Companies are looking for new employees who have training and experience in specific skills, including robotics, CNC programming, wiring, machining, and welding. While some





Graduates receive accredited and nationally recognized certificates from the US Department of Labor. They are also eligible to earn a credential from the GACCNY or the German Apprenticeship authority (DIHK). Additionally they earn credit for their aligned academic work, up to a full associate degree. Thanks to the support and investment of their host companies, they achieve all of this without incurring college debt.

academic programs already include aspects of these skills, our Apprenticeships target the exact needs. Employers engage in the training itself and invest in the Apprentices as they learn. At the end of the program, graduates have gained experience, independence, confidence, and professionalism that will allow them to both succeed in their work and pass on their skills to new members of their team.

In addition to building this new career pathway, we are working to ensure that it provides a rich experience that Apprentices can look back on with pride. We are building international bridges, sponsoring German Apprentices visiting the US on J-1 visas and supporting US Apprentices visiting Germany to broaden their experience. We are inviting college instructors into the workplace and began an exciting new program in 2022 to bring a delegation of community college leaders from Pittsburgh to Germany to meet with the Chambers of Commerce, colleges, and training companies there.



**Our work has caught the eye of leaders from Germany and the US, with Pennsylvania Governor Josh Shapiro and New Jersey Governor Phil Murphy both praising the important work.** We have been honored to have the opportunity to support state governments as they have designed stable and sustainable Apprenticeship development policies and incentives and have been the recipient of grants including the PA Smart Grant, PA Department of Community and Economic Development, Apprenticeship Building America, NJ GAINS grant, as well as support from the Richard King Mellon Foundation.

Notably, we are currently working to expand Apprenticeship with the sponsorship support of the Federal Ministry of Education and Research (BMBF). **Through the BMBF WiSoUSA Apprenticeship Development project, we are reaching new industries like renewable energy and culinary arts, as well as new regions, including the Lehigh Valley of Pennsylvania, New Hampshire, and New York.**

**Our innovative program for Electric Vehicle Automotive Technicians, developed in Pittsburgh in cooperation with the Chamber of Trades of South Thuringia (HWK Suedthueringen), will support a critical need for advancing the technical support and repair capabilities of this new cornerstone of US transportation.**

We are working with partners in the **solar and offshore wind industries to develop missing training programs for those sectors**, as work demand skyrockets.

We are proud to celebrate the graduation of our **first two Cook Apprentices in cooperation with Sussex County Community College in New Jersey**. Building on their success, we are engaging with new partners to utilize the German tradition for quality culinary arts and elevate this important service industry in the US.

The growth of our Apprenticeship programs continues. The network of industry leaders we support in the Lehigh Valley will be officially launching our training program there later this year. There are currently 38 active apprentices and new recruits will join in other regions this year.

To serve the increasing demand for talent, we are forming lasting partnerships with high schools, career & technical institutes, and workforce development boards, while broadening our reach with outreach to veterans, displaced workers, groups supporting incarceration rehabilitation, and addiction recovery.

GACC NY is honored to have the opportunity to be a part of the solution to the skills gap in the US, providing services that will have lasting positive effects on the stability of industry and the opportunity for growth of German-American companies.



**“** *VEKA North America, part of the global family owned VEKA Group out of Sendenhorst, Germany, was facing the same skilled labor shortages that manufacturers all over the U.S. deal with. We found an amazing buy-in by all the necessary stakeholders when we launched the dual apprenticeship model: high schools, community colleges, state and local development agencies, and of course our apprentices. It's great to see the momentum with more and more companies joining in working with the GACC Pittsburgh.*

**– Joe Peilert, President & CEO VEKA North America**







Striving for perfection is in our DNA. We call it ‘Immer Besser’ – our quest to be ‘Forever Better’.



## Trade Show Services

# A Once-Thriving Industry Really Took a Hit During Covid

However, 2022 has proven that trade shows are back now stronger than ever - our office represents the biggest and most well-known trade shows in the world and the number 1 shows in their industries.



### Trade Show Services in figures

Total shows: **23**  
US Exhibitors: **452**  
Square footage: **25,474qm**  
# of US Visitors: **10,518**

Our Trade Show Services department recruits US companies to exhibit their products at trade shows in Munich and Essen. Germany is known for having the largest and most international trade shows in the world with state-of-the-art exhibition complexes and incredible organization.

It's no secret that during the pandemic, trade shows suffered. Doors were locked for almost 2 years and no trade shows were held. Even if they were, attendance from the US was very limited. **Thankfully, 2022 has shown that trade shows are back and Americans are once again flying overseas. The top 6 biggest shows that take place at Messe Munich, all took place in 2022, including bauma, the world's largest trade show, utilizing over 6.5 million square feet.** Industries are very varied – from drinktec technology to sporting goods, from recycling to electronics, 2022 brought back more visitors and exhibitors than ever before.

In addition to recruiting exhibitors, we assist visitors and press to the shows in Essen and Munich. At many of the shows, we organize USA Pavilions. Our USA Pavilions are designed to help exhibitors make the most of their international trade show experience by providing a cost-effective and hassle-free participation with extensive support allowing focus on promotion and sales. Participation in the USA Pavilion includes a fully furnished, newly designed, contemporary booth with all services to make your participation a successful one.



Karen Vogelsang and Kiana Meyer visit the Tadano booth at bauma 2022.

Companies that are well prepared for international business do very well at trade shows. The success rate has been fantastic, and most exhibitors come back year after year. Trade shows offer an easy solution to get into the international market, meeting trade visitors from all over the world in one place. If you are considering breaking into or expanding in the international market, give us a call. We might have just the right show for you as well.

[www.tssworldwide.com](http://www.tssworldwide.com)





GACC NY - Signature Event

# White Asparagus Gala Dinner

For many years, the GACC NY cooperates with Lufthansa Cargo and EMOTrans to import German White Asparagus for one of the most exquisite dinners in Manhattan: GACC’s White Asparagus Gala Dinner! After a two-year pause, this event came back in full swing celebrating GACC’s birthday with more than 250 attendees.

The room was buzzing with excitement when NYC Mayor Eric Adams appeared to join this celebration and the attendees were thrilled to see and hear the Mayor’s speech. He focused on his mission to ensure that NYC retains its standing as one of the world’s leading cultural and financial capitals. Our Chamber looks forward to collaborating with his administration to continue identifying and promoting business opportunities between Germany and NYC. Prior to the welcome remarks, guests mingled at an outdoor cocktail reception at Tribeca Rooftop in Manhattan. A seated dinner followed, during which Dietmar Rieg, President & CEO of the GACC NY welcomed our

guests. Other speakers included Jan Heck, President & CEO of Miele USA, who is the GACC NY’s newly elected Chairman; David Gill, Consul General for the Federal Republic of Germany in NYC; Erika Olson, Deputy Assistant Secretary for the Bureau of European and Eurasian Affairs at the US State Department and Andreas Fibig, former CEO of International Flavors & Fragrances (IFF) and outgoing chairman of the GACC NY. Fibig, who served as our Chamber’s Chairman for the last three years, spoke about how rewarding it has been to promote our chamber’s valuable work throughout the pandemic. He will remain on the board as Honorary Director.



New York City Mayor Eric Adams addressing the German American Business Community during its 75-year anniversary celebration.



Dietmar Rieg | President & CEO GACC NY.



President & CEO at Miele and newly elected Chairman GACC NY Jan Heck, NYC Mayor Eric Adams, Consul General David Gill.



Andreas Fibig | Former Chairman & CEO IFF & Former Chairman GACC NY.



Erika Olson | Deputy Assistant Secretary for the Bureau of European and Eurasian Affairs at the US State Department.



Karin Zamel, Ann-Boykin, Silke Wobken | Lufthansa German Airlines.



The White Asparagus Gala Dinner is one of our signature events and a platform for German American Dialogue.





**B | BRAUN**  
SHARING EXPERTISE



*From working together on workforce development to sustainability and trade issues, we highly value our long-time partnership with the GACC. Congratulations on 75 years of distinguished service!*

– Jean-Claude Dubacher, Chairman & CEO,  
B. Braun Medical, Inc and GACC NY Member of the Board



**EVONIK**  
Leading Beyond Chemistry



*North America plays a crucial role for Evonik. The spirit of innovation, entrepreneurship, and outstanding universities make the region the place to be. Congratulations to the GACC for promoting commerce between Germany and the U.S. and supporting companies in this important market for the past 75 years!*

– Bonnie Tully, President North America Region, Evonik and GACC NY Member of the Board

## A Strong Business Network

75 Years of promoting transatlantic trade through dedication and partnership.

Over the years, we faced economic downturns, political uncertainty, and pandemics. But with the unwavering support of our members and partners, we achieved our mission to strengthen transatlantic trade. Together, we promote economic and cultural exchange between Germany and the United States. Thank you for your dedication and commitment to the German American Chamber of Commerce. Here's to the next 75 years!



**Miele**



*Congratulation to the GACC for 75 years of building a successful business commerce between Germany and the US. I look forward to adding to this established Chamber of Commerce with thoughtful strategies and policy recommendations that will lead the Chamber into another productive 75 years.*

– Jan Heck, President and CEO Miele USA and GACC Chairman of the Board



**LB≡BW**



*The United States is an important market for LBBW. That's why LBBW has been present in New York City for more than 40 years. Congratulations to GACC on 75 years!*

– Tobias Nafe, Head of Corporate & Institutional Banking, Landesbank Baden-Württemberg





# STEP USA Startup and Entrepreneur Program

## GACC’s STEP USA Program Prepares German Startups for Their US Market Entry

After thoughtful and intensive preparation, we welcomed the first STEP USA (Startup and Entrepreneurship Program) cohort to New York City in December 2014. The creation of the program was mainly the result of the explosive development of a startup ecosystem around us. According to many measures, New York City ranks solidly as number 2 worldwide today in that respect and is rapidly closing the gap to Silicon Valley.



**STEP USA in figures**  
 Introductions to U.S. Clients: **6300**  
 Participating Startups: **569**  
 Entered U.S. Market: **82**  
 Access to Financing: **54**  
 STEP USA Cohorts: **41**

The German American Chamber of Commerce New York (GACC NY) always strived to be the outstanding facilitator for commercial and business activities between Germany and the United States. We were convinced that the startup and business tech conditions in the city would provide meaningful platforms and experience for visiting German startup companies in supporting their entrepreneurial journey. Now, 9 years later, the STEP USA program has far exceeded our expectations. The sheer number of participants, successful business stories, our program expansion to Boston, and measurable commercial activities speak for themselves. For that we owe gratitude to many stakeholders, including our dedicated team, our local partner VentureOut who has boosted the program from the get-go, our member companies, many partners in New York and our STEP USA alumni.

- Benefits**  
 Joining the program, you should expect to:
- Experience an interactive and exciting week of immersion to the New York City startup ecosystem.
  - Take a major step in discovering the U.S. market with its legal and intercultural particularities.
  - Accelerate your business strategy for your international outreach.
  - Foster relevant business contacts.
  - Hone your business, marketing and presentations skills.
  - Get exposure and access to unique forms and pools of financing opportunities.
  - Become a member of an exciting cohort and energetic alumni network.



For our STEP USA alumni network of now 569 companies, the GACC NY organized their annual STEP USA Alumni Night. It took place at the Founders Foundation in Bielefeld.



In May, we hosted a startup cohort from Rhineland Palatinate and Saarland.



- STEP USA – a variety of programs**
- **STEP USA TRAVEL PROGRAM**  
 The STEP USA Travel Program is an on-site 4-day startup program to New York City filled with U.S.-market seminars, workshops, and lots of networking opportunities. During the program, we provide hands-on mentoring for a successful U.S. market expansion.
  - **STEP USA VIRTUAL PROGRAM**  
 Traveling takes up a lot of time. That’s why we have developed the STEP USA Virtual Program for you to take part in from anywhere in the world. This compact online program takes place on 4 subsequent days (3 hours/day) and will provide you with all relevant information for your U.S. market entry.

- **STEP USA UNIVERSITY PROGRAM**  
 Participate in our 4-day STEP USA University Program for German university startups and spin-offs. Immerse yourself in one of the most dynamic startup ecosystems in the world and internationalize your business. In order to specifically meet the needs of the fast-growing and dynamic scene of university startups in Germany, the GACC New York has partnered up with the German Center for Research and Innovation (DWIH New York).
- For more information: [www.stepusa.io](http://www.stepusa.io)

2022 was an exceptional year for the STEP USA program. Due to corona restrictions and limited travel options in the years before, the GACC New York offered 6 instead of the 4 usual STEP USA programs. So far it has been the most successful year with regard to attendee numbers.



Delegation Trips & Trade Missions

# Facilitating German American Trade and Dialogue

With more than 500 organized individual B2B meetings, over 20 delegation trips with 120 participants, and 20 events with more than 1,500 attendees, the GACC New York has had an immense impact on fostering German American business opportunities throughout the year.

The GACC NY not only had the pleasure of hosting delegations from different industries but also from various regions in Germany. Delegation participants came to the Northeast of the US to explore business opportunities and establish connections with American companies. During the programs, the delegation members participated in various networking events and workshops organized by the GACC NY, which allowed them to present their products and services, to engage with local business leaders and to exchange ideas and best practices. They also had the opportunity to visit various companies and organizations to learn about their operations and explore potential collaborations.

Delegation Trips cover a variety of industries such as Offshore Wind, Smart Grids, Advanced Manufacturing, Life Sciences, Food & Beverage, UN Procurement, Recorded Music and Entertainment Industry.



In cooperation with Berlin Partner and Berlin Business Office a delegation from Berlin explored Boston’s ecosystem and visited the Harvard Campus in Cambridge amongst many other meetings they had.



Grammy Awards in Los Angeles – the Grammy winning team around SWR Big Band!



Due to GACC’s longstanding involvement with the United Nations (UN), the team organized a fact-finding trip with buyers from the UN and participating German companies to the “Security Essen” trade fair on behalf of the Federal Ministry for Economic Affairs and Climate Action (BMWK) as part of the BMWK market entry program. Main program points were a “How to do business with the UN” seminar and one-on-one meetings.

The longstanding focus on offshore wind reflects the growing importance of renewable energy in the global economy as well as in the Northeast of the US. Delegation trips to both New York and Germany have shown a mutual benefit of transatlantic exchange and knowledge transfer for companies on both sides of the Atlantic. With close connections to the New York State Energy Research & Development Authority (NYSERDA), the New York Power Authority (NYPA), the Alliance for Clean Energy in New York (ACE NY) and corporations such as Dominion Energy, ConEdison, Avangrid Renewables, EDF Renewables and many more, the GACC NY has built an extensive network in the renewable energy sector over the last years.

To stay on top of technological developments, the chamber has been focusing on key sectors, including Life Science, Advanced Manufacturing, Artificial Intelligence, and Robotics. These sectors are crucial to both US and German economies. The chamber has hence organized various delegation trips to New York, Philadelphia and Boston, which included

site-visits to prestigious companies, research institutions, and universities such as Harvard, Alexandria, MIT, NYU, and Cornell University, as well as associations in the area.

For more than five years, the GACC NY has been promoting transatlantic business for the creative industries, creating a collaboration with Europe’s biggest music festival, Reeperbahn Festival, in Hamburg, as well as the Association of the Concert and Event Industry (BDKV) in Germany. Delegation participant C2Concerts GmbH is promoting the SWR Big Band, who won the prestigious Grammy Award this year.

**“The GACC New York has been a reliable partner regarding our US market expansion for over 5 years. The delegations we were part of have had a lasting, very positive impact on our transatlantic business opportunities. The team is very motivated, experienced, and hands-on when it comes to matchmaking with US counterparts and hosting industry events. They really do go the extra mile.”** Said Christian Doll, CEO C2 Concerts GmbH.





# Events in Germany

## Deutsch-Amerikanischer Wirtschaftstag (DAWT)

7th German American Business Forum (DAWT) successfully resumed with strong attendance and focus on transatlantic business relations.

The DAWT is a cooperation between all chambers in the US and was held at the Stadthalle in Bielefeld, Germany and hosted by the IHK Ostwestfalen zu Bielefeld. As in the past years, the forum targeted German companies seeking to establish business relationships in the US. The event was attended by business and government stakeholders from both countries. The forum included panel discussions on transatlantic relations, market entry strategies, as well as workshops on marketing and sales, legal framework requirements, and innovation opportunities. The event provided

excellent networking opportunities for participants, paving the way for new business ventures. Opening remarks were provided by Prof. Dr. Andreas Pinkwart, Minister for Economic Affairs, Innovation, Digitalization and Energy of the State of North Rhine-Westphalia and Sigmar Gabriel, Former German Foreign Minister, Chairman of Atlantik-Brücke gave the keynote presentation on “The Formation of Trade Blocs in a Global World - Consequences for the German Economy”.

[www.da-wt.com](http://www.da-wt.com)



From left to right: Harald Greffe, Vice President, Wolf Meier-Scheuven, President, Chamber of Industry and Commerce Ostwestfalen zu Bielefeld | Pauline Kao, Consul General, US Consulate Düsseldorf | Matthias Amberg, Chairman GACC Midwest and Partner, Rödl Langford de Kock LLP | Sigmar Gabriel, Former German Foreign Minister, Chairman of Atlantik-Brücke | Jan Heck, Chairman GACC NY and President & CEO, Miele, Inc | Petra Pigerl-Radtke, CEO, Chamber of Industry and Commerce Ostwestfalen zu Bielefeld | Dietmar Rieg, President & CEO, GACC NY.



Sigmar Gabriel | Former German Foreign Minister | Chairman of the Atlantik-Brücke.



GACC NY was the lead chamber in 2022 to organize this well-established event and the DAWT rebounded with capacity crowd in Bielefeld.

The preferred accounting, auditing, tax and business consulting professional services firm of midsize (“Mittelstand”), German speaking, international entities.

## Rödl & Partner







# GACC NY Gala Dinner Pitch & Dine: German American Business Night

Our Fall Gala Dinner features the GACC Newcomer of the Year - recognizing German startups that have distinguished themselves with innovative products or services that foster transatlantic business.

Four startups were selected to pitch their impressive business models in front of the German American Business Community which then elected Wingfield as Newcomer of the Year. Congratulations to all finalists on their outstanding achievements. The event took place on the 60th floor at a venue offering one of Manhattan's most stunning views.



*As a sport-tech founder from Germany, moving my company to the US was always a big goal but also felt like a huge project. However, the GACC hands-on experts provided me with the guidance I needed to navigate these first steps and a few months after the program we have a running US entity to run our US operations. The STEP USA program was a great navigator, allowing me to be efficient and providing trusted sources of information for this first step towards my company's US market entry. I am honored to have been elected as GACC Newcomer of the Year 2022.*

– Jaan Brunken, Founder & COO, Wingfield & GACC NY Newcomer of the Year 2022

## NEWCOMER OF THE YEAR



### THE FINALISTS



**ACHIM GRENNER**  
CFO  
Wuerth Additive Group



**MARC-ALEXANDER VETTER**  
Head of US Expansion  
Leapsome



**MICHAEL RUHL**  
Managing Partner  
Ruhi TecConsult



**KEVIN APPLEBY**  
Business Development US  
Ruhi TecConsult



**JAAN BRUNKEN**  
Founder & COO  
Wingfield





# German American Business Outlook (GABO) 2023

Main reasons for **Investment in the US**: market size **93%**, proximity to customer base **71%**, market stability **44%**



**93%** plan to grow their company's US **investments** in the next three years

German companies view the US as an **attractive environment** for future investment; **22%** plan to invest more than **\$10 million** by 2025

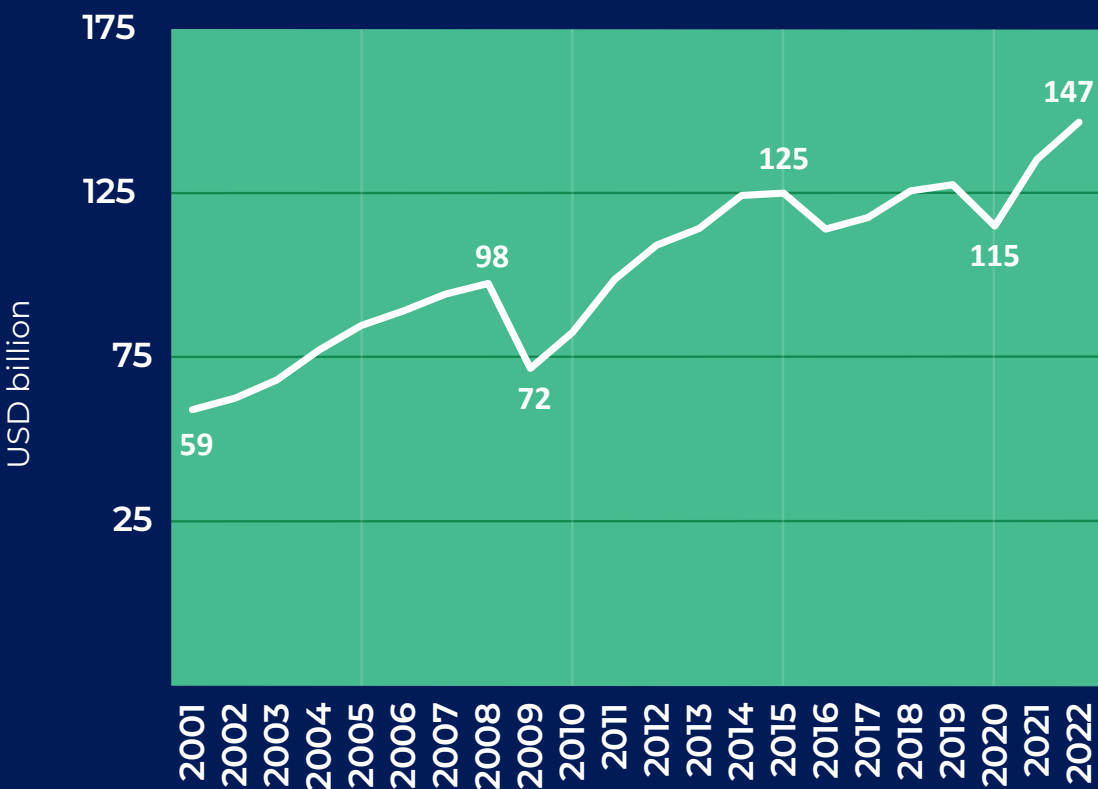
**64%** of German companies in the US predict **growth** of the US economy in 2023

**85%** expect their net sales to grow; **30%** expect strong to very strong growth; only **5%** expect a decline in their net sales in 2023

**Skilled workforce, inflation and supply chain** identified as top 3 challenges

Source: GABO 2023, [www.ahk-usa.net/gabo](http://www.ahk-usa.net/gabo)

# German Exports to the U.S.



## Important figures

- **5,601** German companies have a presence in the U.S.
- In 2022, total trade volume in the U.S.-Germany corridor exceeded **USD 220 billion**
- With a share of **4,5%**, Germany represented the **fifth** most important importing country for the U.S. in 2022
- In 2022, Germany exported **58,000** tons of beer to the U.S.
- **21,2%** of German exports to the U.S. in 2022 are attributable to the sale of motor vehicles
- Exports have more than **quintupled** over the past **30 years** (1992-2022)

Source: Census.gov, Statistisches Bundesamt, UN Comtrade

## Economy and Trade

# Exports from Germany to the U.S. have more than quintupled over the past 30 years

As the largest importer of German goods, the U.S. is an indispensable trading partner for Germany. Conversely, Germany ranks as #6 for exports of the U.S.

German American trade has been developing positively for decades. With exports from Germany to the U.S. reaching a record high of USD 147 billion in 2022, the U.S. market remains the #1 destination for German goods. With more than one fifth, motor vehicles continue to account for the largest share. In 2021, Germany exported more than 300,000 passenger cars to the U.S. alone. Imports from the U.S. to Germany also reached a new record high of more than USD 73 billion in 2022.

And the trend rises further: extensive U.S. fiscal programs such as the “Inflation Reduction Act”, a USD 430 billion investment program, as well as low energy prices are attracting German companies to build up or extend their footprint in the U.S. In particular, companies in the automotive industry, energy-intensive

sectors, and manufacturing are now increasingly considering new green-field investments. A further strong trigger are the geopolitical tensions and challenges which cause German companies to diversify and regionalize their whole value chains and prefer “friendshoring” to become more resilient.

These impressive figures in terms of trade, current investment and investment trends highlight the mutual importance for both countries and exemplify the strength and stability of the transatlantic business relationship.

Overall, it seems that German American economic relations are in excellent shape and will continue to strive. And the GACC has been pivotal in guiding German companies into the US-market.



*Congratulations to GACC on 75 years of distinguished services! Just like GACC - supporting the transatlantic business corridor has always been at the heart of what we do at KPMG in Germany: founded in 1890 as Deutsch-Amerikanische Treuhand-Gesellschaft in Berlin, KPMG - right from inception – has vowed to protect German capital investments in North America.*

– **Andreas Glunz, Managing Partner International Business, KPMG in Germany**





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*Thank you to all our sponsors for your crucial support throughout the years. Your contributions enabled us to organize events and initiatives that facilitated new business relations, partnerships, and advanced our shared goal of promoting transatlantic trade.*

–Irene Fuchs, Director Business Network, Startups & Events

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